

## AUTHORSHIP'S REWARD

INFORMATION FOR PERSONS WHO WOULD LIKE TO WRITE.

The Craft Is More Profitable Than Ever Before, Says H. H. Howland, a Literary Adviser.

TRUE, THERE'S NO END OF BOOKS

BUT, HE SAYS, MEN HAD BETTER READ ANYTHING THAN NOTHING.

Every Manuscript a Publishing House Gets is Carefully Examined—A Fair Show to All.

H. H. Howland, literary adviser of the Brown-Merrill Company, is optimistic in his views regarding the chances of the young author, whose opportunities he thinks were never better than at present. Probably no profession in the world is more widely sought than that of story-writing, for the large publishing houses commonly have from 2,000 to 3,000 manuscripts submitted to them each year, and yet with all of the large number of ambitious authors there is certainly a very small per cent. of them that ever attain distinction. But because the majority fails that is no particular reason why one seeking for laurels in this field should give up; for publishers, like theatrical managers, all claim that there is room at the top, and that they are continually looking for new material and new writers. Whoever starts to write fiction, publishers and critics agree, should bear in mind that he is undertaking no easy task, for writing, like all other professions, must be well learned and understood before entering upon it seriously. It is further asserted that to write a successful book one must have natural ability and a large amount of it. Where the average person makes a mistake as to authorship is in thinking that anyone who takes it into his head to write a book can do so with little trouble. The truth is that to write a successful book one must have it in him to be an author and must become a journeyman in his craft. There have been a few men in the history of fiction like the man who wrote "David Copperfield." Such cases are rare.

There is always considerable interest on the part of people who read books as to who manuscript readers for publishing houses are, for they are a class of men whose labors are not rewarded by any great public notice. The manuscript readers are not necessarily connected with the publishing house in any other capacity. There is a number of them employed by each concern. A practice of secrecy is adopted so that no undue influence can be brought to bear upon these readers and that the authors may be fairly dealt with and all stand on an equal show. These manuscript readers are generally capable men and women, who understand how a book of fiction should be constructed and what the story should contain to be of interest to the public. They are also persons who can read a manuscript with the eye of a critic and understand it from a purely literary standpoint. When the manuscript of a book is received by a publishing concern it is registered and sent out to a reader, who, after going carefully over it makes a written report. If this report should be favorable, which is very seldom the case, then the manuscript is sent to the editor and reported on, and so on until it has gone through the hands of a number of them. By this time, of course, a comparatively accurate opinion can be had of it. This is all done to lessen the chances of a house putting out a bad book, and sometimes after this precaution is taken a publishing house will accept a book that will not suit the public taste.

It is often wondered what points in a story the manuscript reader has to consider so as to be able to judge the merit of it. Publishers claim that the first thing he must see to it is that there is public interest in the subject. The next important thing is the plot—whether it is neatly constructed. The plot of a story is necessarily the most essential thing in it, and if it is not handled that way it is almost certain that the incidents that occur in the lives of the characters will seem natural to the reader the story is nearly certain to be a failure. It is also the duty of the manuscript reader to see that the story is clearly and decently written and that the characters are alive and full of action and do not drag their feet. It takes all of these features combined to make an interesting story, and one writing fiction must have them foremost in his mind all the time.

When a publishing house puts out a book that sells for \$1.50 and is compelled to do a dollar's worth of advertising to keep up the sale it is not making money. That is the reason why the books taken for publication are given such serious consideration by the publishers, who weigh them from every standpoint before giving them to the public. The kind of stories that are always being looked for, and that concerns at the present time demand, are those that set people talking. The mouth-to-mouth advertising is the kind that counts, and if the books that a publishing house issues lack merit they cannot get this kind of notoriety.

YOUNG AUTHORS' CHANCES. Frank Norris, novelist and literary adviser, recently wrote an article in which he pictures the life of the literary man as exceedingly gloomy and void of just rewards. In fact, he advises young men to seek some other means of earning a living because, he says, they will be more apt to find a larger amount of discouragement in literary work than in any other. Mr. Howland, in commenting upon Mr. Norris's remarks the other day, said:

"The possibilities of the young author, the literary stripling, were never brighter, it seems to me, than at the present time. I say this in spite of the fact that so eminent an authority as Mr. Norris has declared to the contrary. He seems to feel that the future is uncertain and the rewards too meager. The tone of his recent remarks is pessimistic and discouraging. Of course, it is true in the field of literature, as in any other field of endeavor, that many are called and few are chosen, but that the failures are disproportionately large I am very much inclined to doubt.

"He speaks pityingly of the literary hack who grinds out his daily allotment of 'stuff' and who at odd moments tries to write an immortal novel. It is true, to be sure, that every man who writes cannot earn his bread by the sweat of his imagination, and in order to get the necessary three meals a day he must write 'space' for the newspapers or read manuscripts for a publishing house, but I cannot believe that the situation is as gloomy as Mr. Norris pictures it. There is something in authorship besides the mere financial returns. The knowledge that one has done a good piece of work, the praise of one's friends and the stirring ambition to do something

better, all go to the filling of an author's cup of happiness. It is no doubt true that the public of to-day has an exaggerated idea of the money returns from fiction writing. There seems to be an impression among the laymen that an accepted manuscript means a winter home in Florida and a summer one in the Adirondacks. This misapprehension is probably due as much to the wide publicity given fiction writers as to any other cause. A novel is much advertised, widely talked of, and the unthinking jump to the conclusion that the author must be fairly 'coining money.'

"In this connection it is rather interesting to note a slip that Mr. Norris makes in estimating royalties. He supposes a case of an author whose book has had a sale of 2,500 copies, which he claims is very much above the sale of the average novel. At the regular royalty, which he says is 10 per cent., he estimates that an author would receive as a total reward for his labors \$250. This, of course, would be the correct amount if the selling price of the novel were a dollar. But the truth is ninety-nine novels out of a hundred are listed to retail at \$1.50. So that the royalty at 10 per cent. would be 15 cents a copy, and on 2,500 copies would be \$375, or \$125 more than Mr. Norris figures. This added amount will not make the author rich; it is only spoken of here to show how inaccurate the figures may creep into the most carefully prepared statements.

"The day of the supremacy of the well-known author, it would seem, is almost past. The young man with his first book, if that book be a good one, containing some genuine popular appeal, is very likely to outstrip his well-known and established rival. It is often said that the novice no longer searches out the publisher, but that the publisher harrows the literary field with a fine-tooth comb. Just how true this is I am not prepared to say. Mr. Norris seems to think that this condition undoubtedly exists.

ALL HAVE ATTENTION. "It also seems that the time-honored misapprehension that publishers return unexamined the manuscript of an unknown author still has some life left. Every manuscript that comes into any one of the modern publishing houses is registered, its receipt acknowledged and a careful examination given to it. Often it is read and reported on by as many as four or five professional readers. After this has been done the editorial department determines whether the manuscript is suited to its wants or not.

"Of course, in spite of all this care, many mistakes are made. Editors and expert readers are fallible and as likely to have indigestion as are the workers in any other walk of life. There are many well-known stories of successful novels that went the rounds in manuscript form, knocking at the doors of publishers, only to be returned with the usual 'not available' note. These golden opportunities are missed not because the supercilious publisher is still spinning the unknown, but simply because he is fallible and falls now and then to know a good thing when he sees it.

"Letters from indignant friends and recommendations of gentlemen, who have appeared in print avail naught. Each manuscript stands on its own bottom, whether it comes from Brown county or Boston; it is put through the same 'course of sprouts.' Each is examined, each is read, each is reported on, but few are accepted."

"Isn't it true that the historical novel has about run its day?" Mr. Howland was asked, and replied:

"Well, it looks now very much as if the historical novel should go on its way rejoicing for many years to come. There is some indication that the story of the short sword and the lace ruff has seen its best day, but it would be a bold man who would state even this positively. There are a great many readers of fiction who are glad to combine a little information with their recreation, and so the historical novel makes its appeal to them. In addition to this, the interest that has recently been aroused in the history of our country has naturally stimulated a demand for the American historical novel.

"A number of writers in the past few years have endeavored to put their inspiration and certainly nothing is more vital in our American life than is politics as politicians play the game. But it is futile to attempt to say what is permanent and what is ephemeral in present-day literature. The truth is that it does not make much matter after all what the subject is or where the scene is set; how it is done is the thing."

Mr. Howland was asked what his opinion was in regard to the recent controversy as to whether the public was taking more interest in the short story than in the novel, and replied:

"I am afraid I cannot tell you much about the short story. I am told that the book-buying public no longer cares for bound volumes of fiction who are glad to combine a little information with their recreation, and so the historical novel makes its appeal to them. In addition to this, the interest that has recently been aroused in the history of our country has naturally stimulated a demand for the American historical novel.

"One hears on every hand surprised expressions as to the great number of books published each year. It is a source of wonder to many what becomes of all of them and how they get themselves read. In some quarters there is a tendency to decry the literary deluge. I presume it would be a difficult matter to convince the bilious critic that the worst books never get published. Only some one intimately connected with the publishing business can know anything about the books that never see the light of day. Believing, as I do, that only the best finds its way between covers, whatever the difference of opinion may be as to the quality of the 'best,' it seems to me that it is a matter of rejoicing and not regret that the reading public is increasing every year. I have no sympathy

for the sour-faced gentleman who throw up their hands and cry aloud against the making of many books. Although I am an interested witness, and possibly my testimony is worthless, still I believe it is a distinctly hopeful sign that to-day men are reading fiction who never read before and that there is no doubt one had better read a ready-made historical novel than not to read at all."

# THE NEW YORK STORE

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## MUCH-WANTED GOODS AT VERY MUCH LESS THAN USUAL PRICES

Many big trade deals in the new season's merchandise as well as special reductions in our own stock to make this a big bargain week. This advertisement is interesting down to the last word . . . . .

### A Very Important Offer of Women's Choice Tailored Suits

Suits in the newest and most up-to-date styles, priced just half for the coming week:

|                             |         |
|-----------------------------|---------|
| Suits that were \$20.00 now | \$10.00 |
| Suits that were 30.00 now   | 15.00   |
| Suits that were 35.00 now   | 17.50   |

### "Fine as Silk" Shirtwaists \$1.95

These are made of a soft silky material, which has no silk in it. The most desirable Waist for Spring and Summer wear. —Second Floor.

### Extra Values in Wash Fabrics

This coming week one of great importance to you in Wash Goods news—special price the great feature for the week.

#### IMPORTED WEAVES

40 pieces 18-inch mercerized stripe Gingham in light blues, pinks, dark blues, and grays, at a yard, **19c**.  
 20 pieces 24-inch plain colored Oxford, in the popular shades, at a yard, **25c**.  
 20 pieces 24-inch striped Madras, in fancy stripes, all new designs, 20c **25c** value, at a yard.  
 20 pieces 24-inch striped Mousseline, in solid colors, actual 50c value, **29c** at a yard.  
 20 pieces 24-inch Scotch Oxford, in figures and stripes, all colors and a 50c **39c** value, at a yard.  
 20 pieces 24-inch Linen Tissue, in the natural colors, a 75c quality, at **50c** at a yard.  
 20 pieces 24-inch Linen Tissues, in fancy stripes, in all colors, a \$1 value, **59c** at a yard.  
 40-inch embroidered Swiss and Mohair Muslins, in stripes and figures, actual \$1.50 weaves, at a yard, **75c**.

#### DOMESTIC FABRICS

2,000 yards Dimities, printed in dress styles on light and dark grounds, made to sell at 12c, special, a **9c** yard.  
 25 pieces printed Batiste, in all kinds of fancy printings and dots, 12c **12c** at a yard.  
 10,000 yards Holly Batiste, the most popular thin fabric for the season, comes in light and dark grounds, in figures, stripes and borders, as well as in the new rosebud designs, a **15c** yard.  
 Polka dot Piques and Ducks in all colors and all size dots, at a **12c** yard.  
 Dotted Swiss Muslins, 150 pieces, all different styles—in fact, every style in this cloth is here, at a **15c** yard.

#### Black Dress Goods

Attractive prices on excellent fabrics for summer wear.

Black Brilliantines, the kind that sells at a yard, **49c**.  
 Black Nuns' Velling and Albatross, French make, all wool, light weight, summer fabric, a yard, **50c**.  
 Black Crepe Cloth, all wool, very effective and durable, a yard, **69c**.  
 Black Hosiack Twine Cloth, the latest addition to stock, at a **69c** yard.  
 Black pure Mohair Mistral, the popular fabric of the season and not plentiful, a yard, **69c**.

**\$1.00 and \$1.25** —West Aisle.

#### Sheet Music at 19c

Just Next Door, Charles K. Harris's latest "hit."  
 Mid the Orange Trees and Blossoms She is Waiting.  
 Life Ain't Worth Living When You're Broke.  
 If You Loved Me.  
 On Easy Street. —South Balcony.

#### Notions

Special sale Monday of Merrick's 4c six cord Spool Cotton at a spool, **4c** —West Aisle.

#### SPECIAL PRICES

##### Beautiful White Goods

2,000 Yards Sheer White Goods, in beautiful lace effects, 20c value, at a **15c** yard.  
 500 Yards Mistral, a yard, **20c** for shirtwaists, 50c value, at a **20c** yard.  
 Dotted Cambrics in four styles, 22c **22c** goods, at a yard.  
 Embroidered Swisses and fancy lace stripes, 29c **29c** at a yard.  
 200 Yards Imperial Lawn, extra fine and very special value at 40c, on **29c** Monday the price is a yard, **35c**.  
 Imported English fancies, worth **35c** 50c, at a yard, **35c** —Basement.

#### LOOK AT THE Summer Silks

On the Center Silk Counter  
 Black and colors, plain and figured, standard makes, all desirable and choice patterns, consisting of Black Taffetas, Black Indias, Figured Foulards, Printed Indian and Japanese Silks, at a yard, **45c**. Which is about half their real value. —Center Aisle.

#### Dress Fabrics

IN THE POPULAR BLUE SHADES

The leading color for the season at hand, for separate skirts and entire dresses. A most exhaustive range of shades and weaves among which are

44-in. blue Etamines, three shades, **75c** a yard.  
 44-in. blue Etamines, two shades, a yard, **\$1.00**.  
 50-in. blue Mistral, a yard, **\$1.00**.  
 44-in. blue Voile, four shades, a yard, **\$1.00**.  
 50-in. blue Etamine in rope, **\$1.00** weave, a yard.  
 50-in. blue German Mistral, a yard, **\$1.25**.  
 48-in. blue London Twine, a **\$1.50** yard.  
 44-in. blue Silk and Wool Eol, a **\$1.50** yard.  
 48-in. blue Clifton Velling, a **\$2.25** yard. —West Aisle.

#### Unusual Drapery

Prices for Monday

Materials for bed sets and chamber curtains in newest stripes in tickings and cretonnes, 30 and 36 grades, at a yard, **19c**.  
 Ruffe Swiss Curtains, with dainty colored borders, 30 and 36 grades, a washable quality, at a pair, **\$1.45**.  
 Fine ruffe bobbin Curtains, with lace insertion and edge, 3 yards, **\$1.39** long, 82 quality, at a pair.  
 Damask and Tapestry for portieres, 10 patterns, in newest and most effective styles, 50 inches wide, good weight, \$1 and \$2 grades, at a yard, **75c**.  
 Cords to match, a yard, **12c**.  
 Lace Curtains, two lots of about 100 pairs, each of the latest styles, in Arabian, Battenburg, Irish Point, Tamara, Brussels, all imported goods and full size, at a pair, **\$3.52**.  
 Lot 1, worth up to \$5, at a pair, **\$3.52**.  
 Lot 2, worth up to \$12, at a pair, **\$7.50**. —Third Floor.

### Women's Chic Summer Hats Priced Little This Week

To make the coming week an important one in millinery selling we have divided our trimmed hats into three different lots—this includes every hat in the department—and will sell them at these very special prices:

|   |        |
|---|--------|
| Hats that were \$10 to \$15, special at | \$5.00 |
| Hats that were \$5 to \$10, special at  | \$2.50 |
| Hats that were up to \$5.00, special at | \$1.50 |

Untrimmed hats, a great big assortment on three large tables in the department, at—

**28c, 48c, 98c**

—Second Floor.

### Another Hosiery Sale TO INTEREST YOU

During the past two weeks we have picked up several very good values in desirable Hosiery for this season, and these, together with some late import arrivals of lace hosiery, have been marked very special for the coming week's selling.

150 dozen ladies' fast black cotton hose, full seamless, with double heels and toes, 12c value, sale price, **8c**.  
 135 dozen ladies' real mace, fast black, fine gauge cotton hose, full seamless, with shaped ankle, plain or lace effect, 12c value, sale price, a **12c**.  
 150 dozen men's fast black cotton half-hose, full seamless, with double heels and toes, this sale, a pair, **6c**.  
 Men's fancy striped lace finished cotton half-hose, with double heels and toes, full seamless, 12c value, this sale, a pair, **12c**.  
 Men's imported cotton half-hose in black, tan, black with white feet, and all Hermsdorf black, with double soles and high spliced heels, 25c value, this sale, a pair, **17c**.  
 Men's imported lace half-hose, in black and colors, full fashioned, 50c value, this sale, a pair, **25c**. —East Aisle.

#### In the New Basement

4-tooth bent Rakes now, each, **19c**.  
 Polished steel Spades, square and round pointed Shovels, choice, each, **49c**.  
 Poultry and vine Wire, different widths, 3c a square foot, special 12c **49c**.  
 Feet of 12-inch wire at, **49c**.  
 Crimson Rambler Rose Bushes, worth up to \$5, to close at, **15c** each.  
 Caladium Bulbs, each, **5c, 15c, 25c**.  
 Gladiolus Bulbs, select, each, **1c** at **1c**.  
 Our 7-foot L. X. L. Stepladder, **98c** extra strong, \$1.40 value, at **98c**.  
 Window Screens, our adjustable 24-inch opens to 34 inches (limit 24 inches to a customer), at, each, **15c**.  
 Screen Wire Cloth, all sizes, a 1c square foot, 4-ply, full mortised, complete, **69c, 89c**.  
 Fancy Doors, finest stock shown in the city, 5 different sizes, each, **\$1.19**.  
 Iceland Refrigerators in ash or oak, zinc and nickeloid lining, the hand-somest refrigerators made, fully guaranteed, \$7.25 to \$20.00.  
 About 24 Rattan Clothes Baskets, were 50c and 75c, to close at, **29c** each.  
 Empress Mocha and Java Coffee 2c a pound; free voice and coupon for books with each pound.  
 2-ounce Jar Liebig's Beef Extract **25c** at **25c**.  
 4-pound package Gold Dust, **19c**.  
 12 bars Mascot Soap, **25c**.  
 7 bars Jaxon Soap, **25c**.  
 Pettis Dry Goods Co.

#### THE CAMERA AS A SCULPTOR.

Reliefs and Intaglios Automatically Produced.

New York Evening Sun.  
 An ingenious inventor of this city has perfected a device so widely applicable in practice that it promises not only to neutralize the skill of a considerable number of expert craftsmen, but radically to reform several important industries. To put the matter briefly, he accomplishes by this process the almost incredible feat of producing, with little or no manual interference, a plate in relief or intaglio from a design upon a flat surface.

Judging from some remarkable specimens of the work, it seems evident that this invention is destined to work great changes in many fields that hitherto might have been supposed safe from mechanical devices. Among the workers who will obviously feel its effects are those employed in die-making for various purposes, in the making of medals, of buttons and insignia, of stamps for book-covers, stationery, etc. Its utility will not end here, however, for it will be applicable in several ways to enamel work, to the making of doorplates and signs of various sorts, and so we secure a flat surface, and so we secure the finished product in any metal, but it means also a great saving of time and expense. Take, for instance, a die. The old method involves machine or hand work, and generally both, whereas such work is entirely dispensed with by our method, which rests entirely on the work of the camera.

"In conclusion, it may be said that, besides saving a great deal of time and labor, this new method enables us to reproduce the most elaborate and intricate designs—designs which it is utterly impossible to reproduce by any of the older methods. The most delicate tracery, the finest lace-work, even the closest linen mesh may be reproduced in absolute perfection, and, furthermore, whether it be simple or complicated, it is so easily and so cheaply that competition by present methods is out of the question."

#### Morgan's Dog.

New York Times.  
 J. Pierpont Morgan, Charles M. Schwab and several friends were at Mr. Morgan's kennels looking over some of the prize hunting dogs recently before the distinguished gentleman sailed for Europe. Mr. Schwab fell in love with a fine-looking pointer and asked Mr. Morgan the dog's name.  
 "That dog's name is Russell Sage," said Mr. Morgan.  
 "And why do you call him Russell Sage?" asked Mr. Schwab.  
 "Because," said the great financier, "he never loses a scent."

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